

EMIS Change 24-22

This change makes several updates to the CTE Matrix. Included in this document are the changes to subject codes: seven deleted codes and the corresponding CTE Technical Assessment Area Codes (note that the Assessment Area Code for 142050 was deleted in FY23.)

SECTION 4.7: SUBJECT CODES

CAREER-TECHNICAL EDUCATION SECTION

Workforce Development Section

Table 21. Business Administration Courses. **This includes courses from three career fields:** 03–Business & Administrative Services (14xxxx); 07–Marketing (04xxxx); and 15–Finance (14xxxx).

Subject Code	Description	Suggested Subject Area for Credit	Core Subject Area (for proper cert)
The following courses can be a part of any of the three business administration career fields: 03–Business & Administrative Services (14xxxx); 07–Marketing (04xxxx); and 15–Finance (14xxxx).			
141005	Business Applications and Economics Students will develop fundamental knowledge and skills in business administration. They will examine business activities, business processes, and forms of business ownership. Students will acquire an understanding of economic principles such as supply and demand, division of labor, and competition. They will identify current trends, issues, and conditions impacting business and determine the impact of the global environment on business operations. Innovation, technology, leadership, and communications will also be addressed.	CTA, BUS	—
141010	Business Administration Marketing Students will obtain fundamental knowledge of marketing activities, including sales channels, marketing information management, marketing research, market planning, marketing communications, pricing, product and service management, branding, and selling. They will conduct marketing research, identify target markets, conduct market and competitive analyses, forecast sales, set marketing goals, establish a marketing budget, and develop a marketing plan. Legal and ethical issues in marketing will be addressed. Employability skills, technology, leadership, and communications will be incorporated in classroom activities.	CTA, BUS	—
141015	Business Administration Finance Students will develop knowledge and skills in financial analysis, financial reporting, and corporate investments. They will predict corporate performance and select profitable investments using financial statements, ratio analysis, and other financial analysis techniques. They will calculate cash needs using the time value of money and track, record, and summarize a business’s financial transactions. Compliance, internal controls, business governance, and personal financial	CTA, BUS	—

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 Public Comment Open from Oct. 25 through Nov. 23

Subject Code	Description	Suggested Subject Area for Credit	Core Subject Area (for proper cert)
	management will be addressed. Technology, employability skills, leadership, and communications will be emphasized.		
141020	Business Administration Strategic Management Students will plan, actualize, and run a small business. They will define their business's mission; develop the business's vision, goals, and objectives; and create a business plan. Students will also develop a budget and recruit, interview, select, hire, and manage employees. They will examine legal and ethical issues associated with management as well as management functions, levels, and types. Project management technology, tools, and processes will also be emphasized.	CTA, BUS	—
141035	International Business Students will evaluate global business strategies and market-entry methods for conducting business internationally. They will use technology to determine the impact of government, economics, geography, history, ethics, and digital communication tools on global trade. Management of sourcing and procurement, quality, distribution and supply chain in a global environment will be emphasized. Students will identify financing options for international operations. They will also analyze the competitiveness of U.S. companies in the international marketplace.	CTA, BUS	—
142040	Business Informatics Students will capture and use organizational knowledge and data to solve business problems and meet specific business needs. Students will select tools and techniques to facilitate knowledge sharing. They will also maintain and update knowledge management systems. They will examine business issues using business process analysis and complete data research and analysis using structured approaches and tools. Relationship management and project management skills will also be emphasized.	CTA, BUS	—
142050	Medical Terminology for Business This course focuses on the development and use of a working medical vocabulary. Topics include medical terminology development, business relationships, compliance, and business practices. Students will use medical terminology for transcription, coding, and related medical management processes. Students will also focus on operation of a medical office and office-related skills.	CTA	—

2.8.1 ASSESSMENT AREA CODES

Table 3. CTE Technical (GY) Assessment Subject Code/Assessment Area Code Crosswalk—New Codes

Subject Code	Area Code Description	Assessment Area Code
141005	Business Applications and Economics	HXJ5
141010	Business Administration Marketing	HXK0
141015	Business Administration Finance	HXK5
141020	Business Administration Strategic Management	HXL0
141035	International Business	HXM5
142040	Business Informatics	JBZ0